

# **TSCFN Idle Reduction Conference Experience**

---

**Sue Leitner**

**sue.leitner@hamilton-co.org**

**513-946-7772**

**November 17, 2004**



[www.CleanCitiesCincinnati.org](http://www.CleanCitiesCincinnati.org)

# Timeline: Oct 18 IR Workshop

**Topic selected**

**Site, date selected**

**Agenda, sponsors developed**

**Database development**

**First promo e-mail**

**Save the date promo postcard**

**Promo brochure mailed**

**Logistics**

**Follow-ups and thank you notes**

**Late July**

**Early August**

**Late Aug. - Early Oct.**

**Late Aug. - Early Oct.**

**Early September**

**Mid-September**

**Late September**

**Early October**

**Late October**



**Clean  
Cities**  
Tri-State  
Clean Fuels  
Network

[www.CleanCitiesCincinnati.org](http://www.CleanCitiesCincinnati.org)

# Databases and big lessons learned

- ∞ **There are lots of others who will share d/bs**
- ∞ **Trucking companies are dropping like flies**
- ∞ **Access (MS) is not that easy**
  - **If you are not a database expert, learn about Access de-dupe and other features before you start bringing in big d/bs from others**
  - **Don't ever save changes to table layout unless you add or delete a whole new column**



# Other lessons learned

- ⌚ **Start planning-- especially, outreach-- six months out rather than three**
- ⌚ **Promote early, using planned topics, rather than actual speaker names**
- ⌚ **Reach out to MPOs regionally, not just locally**
- ⌚ **Be sure your organization is able to accept registrations and fees efficiently**
- ⌚ **Pursue trucking company participation through ATA, other trade orgs**
- ⌚ **Reach out to local delivery companies -- e.g. FedEx, Coke, UPS -- get help on this from vendors**



# Templates available

---

- 🔗 **Promo e-mail**
- 🔗 **Save the date card**
- 🔗 **Promo brochure**
- 🔗 **Sponsor and speaker guidelines**
- 🔗 **[Sue.Leitner@hamilton-co.org](mailto:Sue.Leitner@hamilton-co.org); 513-946-7772**